

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (presently amended) A method of billboard advertising, comprising the steps of:
 - a. identifying a roadway having high speed traffic and including an overhead sign structure at least partially traversing the roadway, wherein the overhead sign structure has a forward face directed in a primary orientation toward oncoming vehicle traffic and a rearward portion on an opposing side from the forward face; and
 - b. placing a billboard advertisement ~~or message~~ on the rearward portion of the overhead sign structure,whereby the advertisement ~~or message~~ on the rearward portion is capable of being seen by traffic, and wherein the billboard advertisement ~~or message~~ does not include one or more of solely artistic work, graffiti, government or municipal information, traffic signs, highway information, weather information, and safety information.
2. (previously presented) The method of claim 1, wherein an overhead traversing section of the overhead sign structure is supported by at least a central support beam.
3. (previously presented) The method of claim 1, wherein an overhead traversing section of the overhead sign structure is supported by at least one lateral support beam.

4. (previously presented) The method of claim 1, wherein the roadway is an expressway or a freeway.
5. (previously presented) The method of claim 1, wherein speed limits associated with the roadway are about 45 miles per hour or higher.
6. (previously presented) The method of claim 1, wherein the rearward portion is directed toward oncoming traffic of an adjacent lane of the roadway.
7. (previously presented) The method of claim 1, wherein the rearward portion is directed toward oncoming traffic of a different, nearby roadway.
8. (previously presented) The method of claim 1, wherein the rearward portion is directed toward oncoming traffic that has passed under the overhead sign structure and traffic is capable of viewing the billboard in a rearview orientation.
9. (previously presented) The method of claim 8, wherein the advertisement or message contains at least some information on the billboard as a mirror image, enabling normal viewing through a rearview mirror of traffic.
10. (presently amended) The method of claim 1, wherein the overhead sign comprises a securely fastened frame to affix the advertisement ~~or message~~, the frame allowing the advertisement or message to be placed on the rearward portion of the overhead sign, and wherein the frame allows the insertion or replacement of the advertisement ~~or message~~ without removing the frame.
11. (presently amended) The method of claim 10, wherein the advertisement ~~or message~~ is present on the surface of a replaceable product.
12. (presently amended) The method of claim 11, wherein the advertisement ~~or message~~ is placed on a vinyl, plastic, partially plastic, or canvas surface.

13. (presently amended) The method of claim 1, wherein the advertisement ~~or message~~ is displayed from an electronic screen.
14. (previously presented) The method of claim 13, wherein the image on the electronic screen is controlled remotely.
15. (presently amended) A method of advertising, comprising the steps of:
 - a. identifying an overhead sign structure at least partially traversing a roadway associated with oncoming vehicle traffic and having a forward face bearing traffic information as part of a government regulated traffic information system;
 - b. affixing a securely fastened frame on a rearward portion of the overhead sign structure on an opposing side from the forward face; and
 - c. connecting the billboard advertisement ~~or message~~ to the frame affixed to the rearward portion of the overhead sign structure, said billboard advertisement ~~or message~~ being visible to traffic flow different from the oncoming vehicle traffic or visible from an orientation different from that of the oncoming vehicle traffic.
16. (presently amended) The method of claim 15, further comprising remotely controlling the content of the advertisement ~~or message~~.
17. (presently amended) The method of claim 15, further comprising replacing the advertisement ~~or message~~ connected to the frame.
18. (presently amended) The method of claim 15, wherein the advertisement ~~or message~~ is placed on a vinyl, plastic, partially plastic, or canvas surface.
19. (presently amended) A billboard advertising system, comprising:

- a. an overhead sign structure at least partially traversing a roadway, said overhead sign structure having forward and rearward faces relative to oncoming vehicle traffic of the roadway;
 - b. the forward face of the overhead sign structure having traffic information as part of a government regulated traffic information system directed in a primary orientation toward the oncoming vehicle traffic;
 - c. the rearward face of the overhead sign structure on an opposing side from the forward face having a secondary orientation with respect to other traffic flow different from the oncoming vehicle traffic; and
 - d. a billboard advertisement ~~or message~~ positioned on the rearward face of the overhead sign structure with visual exposure to the other traffic flow and about 15 square feet or larger in size.
20. (presently amended) The system of claim 20, wherein the advertisement ~~or message~~ can be replaced.